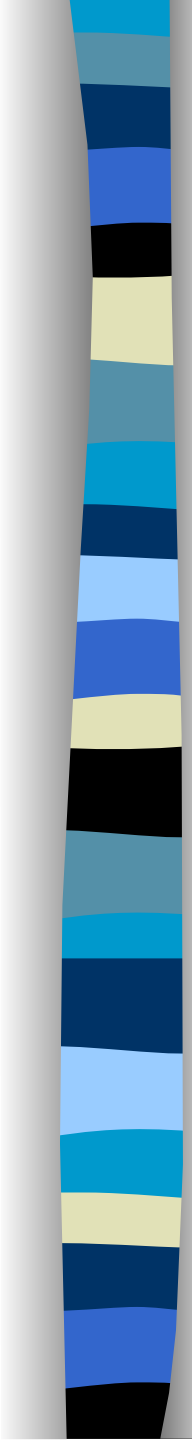


# Managing the Customer Service Interaction



Presented by: Darren Gomez  
DFAS-HQ/PC



# CSR Traits

- ***enjoys working with people***
- ***strong communication skills***
- ***good at problem solving***
- ***ability to handle conflict***
- ***professional***



# Customers

- **external customer** - *person who calls asking service*
- **internal customer** - *coworkers and people within other department*

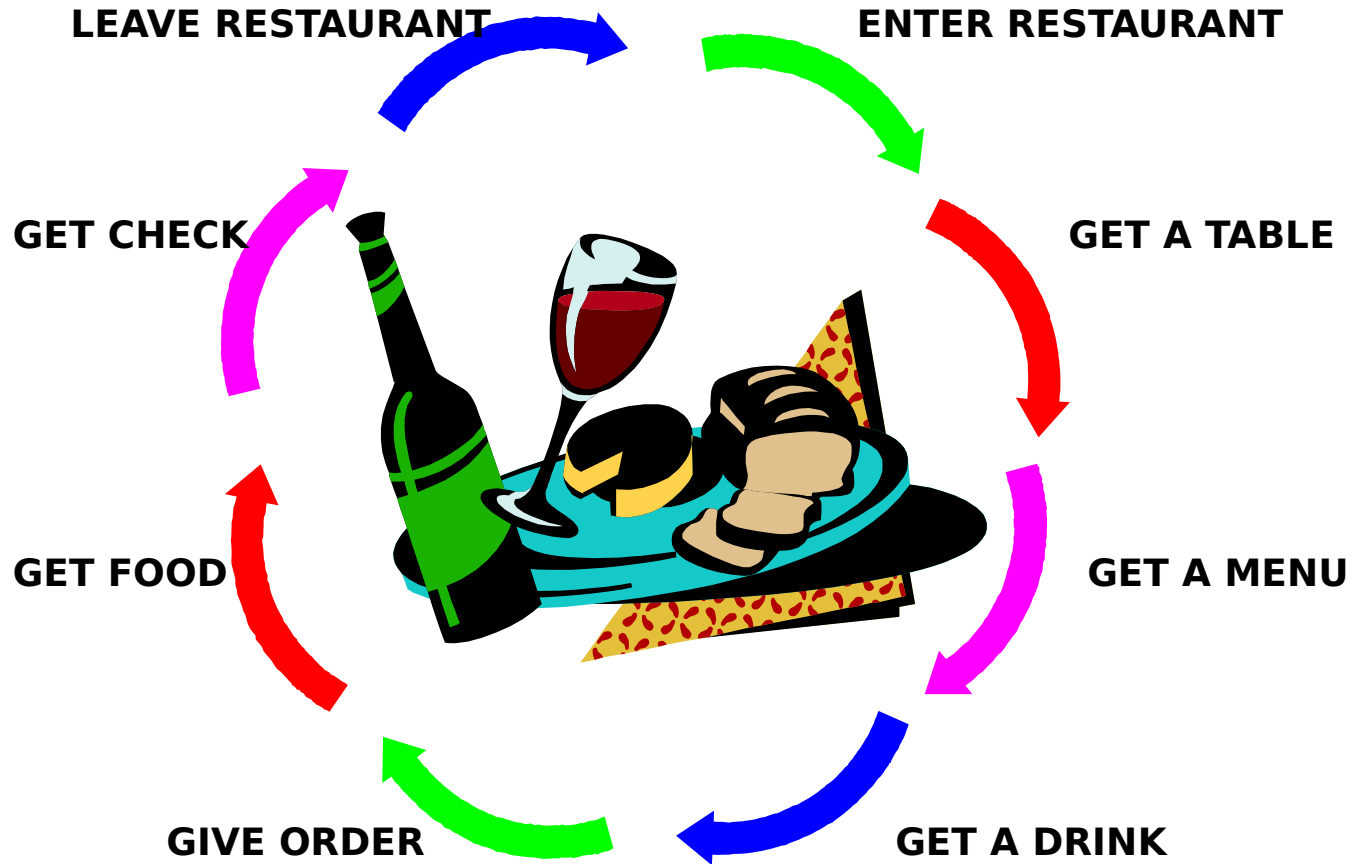


# Expectations

what influences customer expectations?

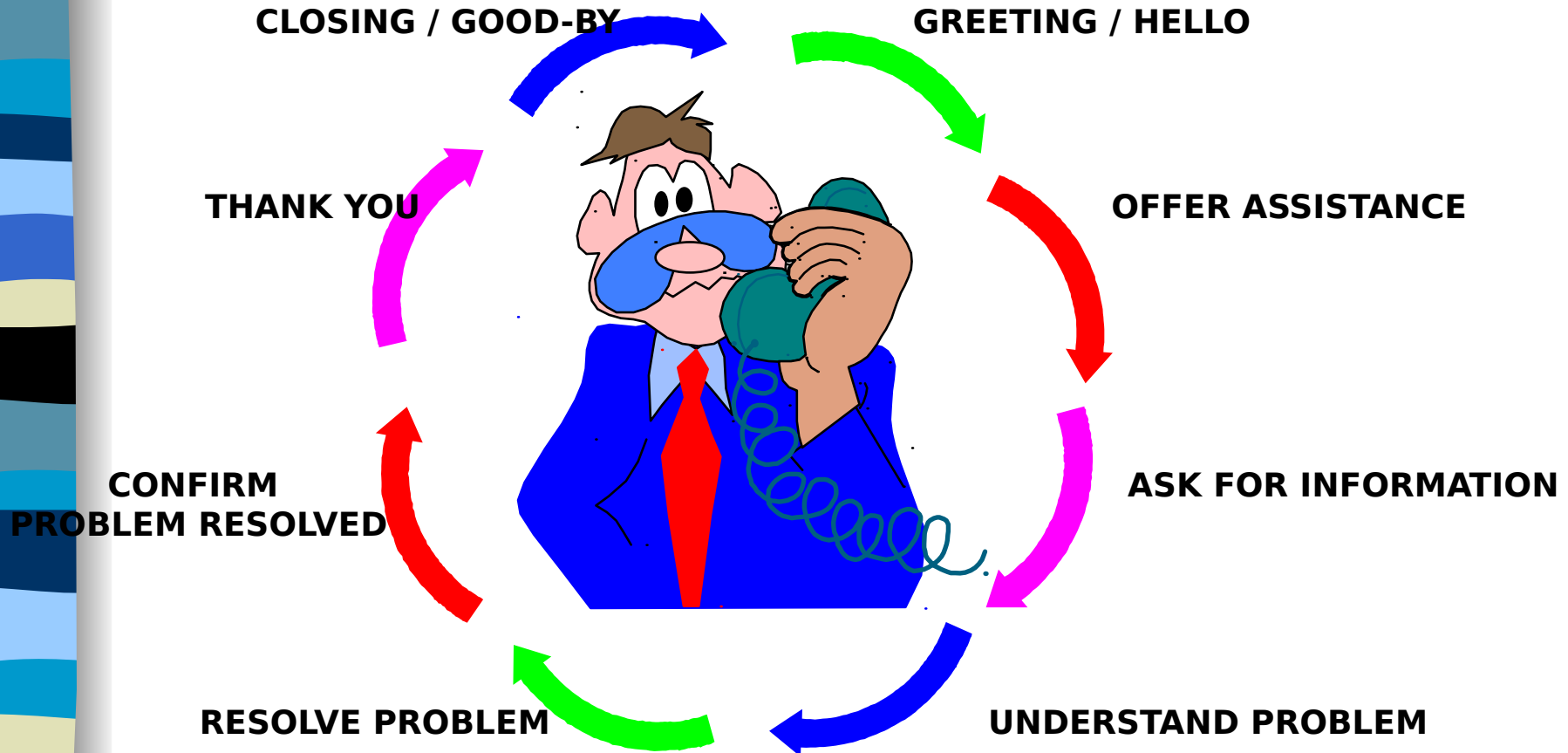
- word-of-mouth communication
- personal needs
- past experience

# Customer Service Cycle



# Customer Service Cycle

CONTINUED





# Customer Relationship

- if customers don't like your attitude, they are not going to like your service
- when on good terms with customer it is easier to solve problems
- bad relationship complicates original problem and creates new ones



# Take The Initiative

- start the process
- reach out to the customer
- influence the customer's behavior
- act or react - outcome is different





# Be Positive

How do you act:

- **neutral** (indifferent, distant, matter-of-fact)
- **negative** (unpleasant, mean, angry, rude, uncooperative)
- **positive** (considerate, upbeat, personable, respectful)



# Be Prepared

- procedures/policies not understood:
  - customer becomes frustrated
  - doubts the effectiveness of representative
  - doubts the effectiveness of organization



# 10 Words NEVER to be used in Customer Service

- Policy
- What?
- Listen
- Wait
- Should've
- No
- Can't
- Impossible
- Wrong
- Why

